

GAME DESIGN

EXPANDING THE NESTIE COMMUNITY



Nestaway | Lopez Design

BACKGROUND

Established in 2015 in Bengaluru by four young founders, Nestaway aims to be a game-changer in the rental market by looking at 'homes beyond houses' with their open policies of 'no discrimination' and 'no city is a stranger'. Their mission is to ease the process of finding homes and living in a new city. Nestaway grew rapidly over two years and is today placed across 14 cities with over 54,000 customers and 19,500 houses.

Every person who enters Nestaway automatically becomes part of its community and is called a Nestie. The company also supports and creates engaging platforms for special interest groups for music, sports, reading, arts and various such activities. Through these, Nesties can interact with each other and discover their cities. We feel that a house should go beyond a home and extend to a supportive community.

The unique rebranding celebrates Nestaway's inclusiveness and goes beyond by being youthful, humane and agile. The logo is visualized as a 'Voice Box', as a platform for expression. The identity system is unconventional, constantly evolving as users find versatile ways of using it. The logo is designed to be used independently of the logotype in several communications like the voice box characters which are derived from the logo.

Nestaway aims to offer something for everyone. The essence of Nestaway is a brand that promotes an easy-to-manage lifestyle, fulfilling your basic needs and giving young people the space to grow and achieve their dreams.

What Nestaway is all about

- We believe that every person has the right to a good home.
- We believe in doing away with discrimination, making cities approachable for new migrants and creating homes with a sense of belonging.
- We are open to people of various cultures, traditions, religions and beliefs, believing in the beauty of diversity.
- We feel that a house should go beyond a home and extend to a supportive community.
- We are approachable and friendly, putting people first before transactions.
- We are direct in our communications and don't beat around the bush.

How do we behave?

We are OPEN, HUMANE, COMMITTED and EMPATHETIC

What do we sound like?

We speak in a tone that is SIMPLE, DIRECT, CONFIDENT and YOUTHFUL

How do people see us?

We are seen as PROACTIVE, AGILE, FLUID and RELATABLE

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CHALLENGE

1. Nestaway has well established a community of Nesties who are currently people who reside in Nestaway homes. This design challenge is to create a game which can be used by the Nesties in the house to get familiar with their fellows and eventually bond for a longer and more comfortable stay. The game can later be used as a medium on weekends to spend quality time with friends or family.

2. In the game branding, the voice box character should be used to create a connect with the current branding. A backstory and identity needs to be given to this character, to increase audience recognition of the brand when used in an advertising or marketing campaign. The characters will be provided to you for the challenge.

AUDIENCE

The audience for this challenge is primarily

1. The Nesties- they are millennials, young people and often newcomers to a city including singles, young married couples and nuclear families who are living with Nestaway. On a secondary note, the audience is

1. Prospective Nestaway tenants – they are millennials, young people and often newcomers to a city including singles, young married couples and nuclear families.

2. Partners – corporate firms and large employers who would consider hiring Nestaway as a property management company for dedicated housing where their employees can rent.

CONSIDERATIONS

Nestaway aims to offer something for everyone. They are open to people of various cultures, traditions, religions and beliefs, believing in the beauty of diversity. It is important that context is imbibed in the approach of the communication systems.

The character identity must be unique and have a story to tell.

Keeping the tone simple, direct, confident and young, the character identity should reflect a vibrant brand that could deliver across the board.

CHARACTERS

The Nestaway characters are developed from the Nestaway identity of the voice box. These characters are provided to you in an .ai file along with a guidebook for reference. You can modify the characters to fit your concept.

The characters are property of Nestaway, and shouldn't be used in a public domain without consent from Nestaway.

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DELIVERABLES

The design solution should include the concept, branding and mock-up of the game for display.

SUBMITTING YOUR ENTRY

- Post 1-4 A2 Presentation Boards or
- Upload a PDF
- Mock-up of the game for display

Your entry should include a written document guide, and Google Drive or Dropbox links to any research source material

Please review the submission guide for more information on formats, supporting materials, etc before submitting your entry.

IMPORTANT DATES

Entry collection opens	3 July 2019
Entry deadline	30 August 2019 (Online) 30 August 2019 (Physical)
Jury session	7 September 2019
Awards ceremony	21 September 2019

[DOWNLOAD SUPPORTING MATERIAL HERE](#)

KYOORIUS YOUNG BLOOD AWARDS: TERMS & CONDITIONS

This contest is organised by Kyoorius Communications Pvt. Ltd. having its offices at 2nd Floor, Kohinoor Estate, 165 Tulsi Pipe Road, Lower Parel, Mumbai 400013 hereinafter referred to as "Kyoorius".

Eligibility Criteria

Young working professionals or full-time design students aged 28 and below i.e. born after 1 July 1991 can enter the Kyoorius Young Blood Awards.

1. Entering the Contest

- 1.1 Entry is open to individuals working alone or in groups of up to 2 persons working as a team.
- 1.2 All members of a team must meet the eligibility criteria outlined above. If you enter as a team, the winning entitlements will be handed to the primary entrant.
- 1.3 Entrants should register on the Kyoorius Young Blood Awards site, download a brief, generate a response to that brief and submit their work digitally in accordance with the deliverables as laid out in their chosen brief and in accordance with the Submission Guide.
- 1.4 Entrants can download and respond to as many briefs as they wish; they may also submit more than one response per brief. Each response is considered a separate entry.
- 1.5 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music, or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the response and should keep dated records of all working materials.
- 1.6 All Entries must be submitted via our online entry system, hosted at awards.kyoorius.com. Physical work where relevant, may be submitted as supporting material only. Kyoorius accepts no responsibility for lost or undelivered entry material. Proof of postage does not guarantee that work has been received by Kyoorius.
- 1.7 In order to assist Kyoorius in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry. These must include:
 - a. Full names of entrant(s), including all team members
 - b. All contact details of entrant(s) – mobile, postal & email address
 - c. Full names of tutor(s) (as applicable)
 - d. All contact details of tutor(s) if applicable – mobile, postal & email address
 - e. The name & address of the college, university or company
- 1.8 Contact details of winning & nominated entrants will be passed to sponsors, in order to help promote the winning work.

2. Sponsors' Logos and Names

- 2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting responses. The logos issued to the entrant may not be used for any commercial or republication purposes.
- 2.2 All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsors brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant to legal liability and subsequent legal claims.
- 2.3 By submitting a response, entrants agree to use the sponsor branding only in accordance with these terms and conditions, and any prevailing sponsors' terms and conditions.
- 2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.
- 2.5 Entrants may:
 - a. Only use sponsor branding on Responses submitted to the Kyoorius Young Blood Awards 2019.
 - b. Include a submitted Response in their personal portfolio after the winners have been announced, in exactly the same format as that submitted to the Kyoorius Young Blood Awards 2019.
- 2.6 Entrants must not:
 - a. Use sponsor branding on any other material or for any other purpose;
 - b. Upload their submitted Response to any Online location before the Nominations have been announced, whether as part of an open or access-restricted site, unless all sponsor branding is first removed from the uploaded version of the response;
 - c. Denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and /or its brands into disrepute;
 - d. Do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;
 - e. Provide or make available sponsor branding to any third party for any purpose whatsoever.
- 2.7 For the avoidance of doubt, the sponsors for the Kyoorius Young Blood Awards 2019 are as listed on the briefs page on awards.kyoorius.com
- 2.8 For the avoidance of doubt, the sponsor clients for the Kyoorius Young Blood Awards 2019 are as detailed on the individual briefs
- 2.9 Entrants who submit a response that contains any trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding.

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3. Ownership of Your Work

- 3.1 Entrants retain ownership of their responses submitted into the contest, but where such work incorporates sponsor branding entrants may only use the work for personal references and promotion as part of a portfolio.
- 3.2 By submitting a response, entrants grant Kyoorius and the relevant sponsor an exclusive license for the duration of copyright protection to reproduce or reproduction of their entry in all media in order to promote, or act as a historical record of, the Kyoorius Young Blood Awards or a sponsor's involvement with the Kyoorius Young Blood Awards; or as part of any Kyoorius publication (whether online or offline).
- 3.3 Entrants agree that, should a sponsor wish to develop or use a response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the response.
- 3.4 No additional agreement will be needed for the winning entry. The sponsor of the brief can use the winning entry for commercial purposes.

4. Judging the Contest

- 4.1 Kyoorius will appoint a jury that shall be composed of judges who, in Kyoorius' sole discretion, have the appropriate qualifications to judge the work. Responses will be considered in accordance with the awards selection criteria. These are:
 - a. An excellent creative idea
 - b. Great craft or execution
 - c. Answers the brief
- 4.2 Each jury will award a select number of the responses whom the jury considers, in its sole discretion, to be the best responses.
- 4.3 The jury is not limited in the number of responses it can award, and similarly there is no guarantee that a jury will grant an award in each brief, if they do not feel that work is of the standard required.
- 4.4 The jury has the right to edit pieces submitted as part of a response and to ask for only certain parts of the response to be displayed or promoted.
- 4.5 General feedback will be gathered from the jury, and may be made available to view on the Kyoorius Young Blood Awards website when the nominations are announced. Individual feedback will not be available.
- 4.6 If Kyoorius is made aware of any concerns that a response does not constitute the original work of the entrant, Kyoorius will contact the entrant and ask for evidence that proves the entrant's assertion to be the creator of the work.
- 4.7 Kyoorius will also contact credited tutors for further information if applicable.

5. Prizes

- 5.1 The prizes to be awarded to the winning entry are:
 - a. One Red Elephant Trophy
 - b. Right to use the relevant Red Elephant Mark
 - c. Entry in the Kyoorius Awards Annual 2019
 - d. A fully paid trip to London Design Festival 2020 for the entrant team, subject to:
 - Return economy-class fare to London
 - Rs 50,000 per team towards boarding, lodging and local expenses, subject to team's confirmation of travel
- 5.2 The prize awarded to the nominated entries is:
 - a. Entry details in the Kyoorius Awards Annual

6. General Points

- 6.1 Kyoorius reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.
- 6.2 The Terms and Conditions are subject to Indian law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of India.

For enquiries relating to the Kyoorius Young Blood Awards, email awards@kyoorius.com